

## **ABSTRACT**

A system and method to facilitate computer-based commerce is presented. The system may including a module to facilitate communicating a vendor offering to a user if the offering is within a category designated by the user as being acceptable for receipt of such offering. The acceptable categories may be stored in user profiles, a user profile being updated when the user chooses to add or remove an interest category. When a vendor offering is received, the offering is categorized and stored in an offerings database. The vendor offering is then matched with a category in the user profile

When the vendor offering is communicated to the user, the user's address or the user's identity is not revealed to the vendor. If a user chooses to propagate a vendor offering to another user, the user may be entitled to a reward. The reward may be designated to the user or to a third party. A spam control module may also be provided to identify spam complaints and to take actions in response to the spam complaints.